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The California Office of the Small Business Advocate (CalOSBA) supports economic growth and innovation statewide. CalOSBA's core mission is to provide resources to all California small businesses, disabled veteran business enterprises (SB/DVBEs), minority and women-owned businesses, and those individuals who own and operate businesses located in low-wealth and rural communities.

CalOSBA supports outreach and engagement efforts through advocacy, sharing resources, and building resilience through programs and our Technical Assistance Network that supports growth and business sustainability.

This month's newsletter highlights the ecosystem and CalOSBA's efforts to serve California businesses statewide.

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[From the Advocate: Doubling Down on an Equitable California](#)



Have you ever had a day on the job where you say to yourself, “Oh that’s right, that’s why I’m here? This is why I gotta keep going.” If you have, you know that it’s a good feeling, a moment of sudden clarity and reassurance that you’re on the right path and it’s all worth it.

I was blessed to live one of these days recently.

On September 13, Governor Newsom issued an [executive order](#) directing state agencies -- every state agency -- to take additional actions to embed equity analysis and considerations in their mission, policies, and practices and to take critical actions on equity and discrimination.

The goal of reducing the racial wealth gap through the support of successful entrepreneurship is already the mission that has driven most of my career and carried me to this position. However, reading such a sweeping directive from the Governor powerfully reminded me what a responsibility and an honor it is to lead an office equipped to help reduce racial inequality in an Administration that expects real results.

This month, I want to review three ways that the California Office of the Small Business Advocate is trying harder in our ongoing efforts to help create a California For All.

[Read the article on LinkedIn](#)

[Director Gray at America's SBDC in San Diego](#)



CalOSBA Director Gray got to talk about California's small business sector – the largest and most diverse in the country – to a room of 1,400 technical assistance providers at [America's SBDC 43RD Annual Conference Sept. 6-9th](#). This Conference is a must-attend event for small business support professionals across the nation, but the in-person version has obviously been on hold for a couple of years. It came back with a bang this year in San Diego. Mayor Todd Gloria opened the event, seen here with San Diego and Imperial Valley's SBDC Network Regional Director Danny Fitzgerald and Director Gray. California leadership was on display that week when Director Gray ran into SBA Administrator and former CalOSBA Director Isabel Guzman at a meet and greet at [San Diego's Music Box](#).



“Community Economic Mobility: A Focus on Energy and Climate Resilience” is a two-day institute hosted by the Kern Community College District prior to the California Economic Summit that will convene a diverse group of experts in economic and workforce development, and climate planning and policy, to identify strategies to advance equitable economic development while mitigating climate impacts at the local and regional level.

Speakers and panelists will discuss opportunities to maximize investments and planning efforts by developing a climate-ready workforce, supporting private sector growth, incubating new industries, and channeling investments to address inequities in order to help better position our communities to thrive and prosper.

The Pre-Summit Institute will complement California Forward’s California State Economic Summit.

To register for the Pre-Summit Institute, please use this link:

[Pre-Summit Climate Institute](#)

The California Economic Summit October 27-28



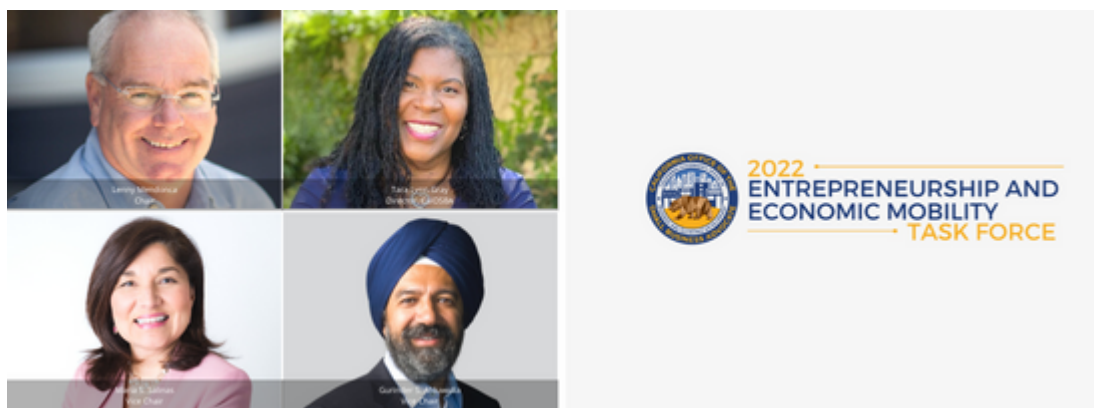
Produced by California Forward in partnership with the California Stewardship Network, the Summit influences CA FWD’s ongoing movement to make the government and economy work for everyone. The two-day Summit is designed

to create a shared economic agenda known as the “Roadmap to Shared Prosperity,” and strengthen the Summit network, setting the stage for collective action in 2023.

To register for the summit, please use this link:

[2022 California Economic Summit](#)

CalOSBA Director Gray to Introduce The 2022 CA Entrepreneurship & Economic Mobility Taskforce



CalOSBA is thrilled to announce that Director Gray will be a featured speaker at the Pre-Summit Institute on Community Economic Mobility Summit on October 25-26, 2022. Additionally, Director Tara Lynn Gray will also be joining the California Economic Summit in Bakersfield, on October 27-28, 2022, to introduce the 2022 CalOSBA Entrepreneurship & Economic Mobility Taskforce at a special breakfast. Moreover, Director Gray is a panelist on the plenary mainstage, and she will take part in the afternoon Entrepreneurship and Small Business Ownership by People of Color workshop. Please click [here](#) if you are interested in attending the 2022 California Economic Summit.

Regional Advisors' Corner



The Regional Advisors had an opportunity to gather as a team in support of Director Gray's participation at [America's SBDC 43RD Annual Conference in San Diego](#). It was also a rare occasion for the team to meet with leadership from all five SBDC regions in California: San Diego and Imperial Valley's

Associate Director Briana Weisinger, OCIE's Regional Director Mike Daniel, Los Angeles' Regional Director Patrick Nye, NorCal's Regional Director Kristin Johnson, and Central California's Regional Director Kurtis Clark. SoCal Regional Advisor Chris Earl got to meet John Hope Bryant, Chairman and CEO of [Operation Hope](#) at an event (9/14) highlighting the implementation of a [recently signed Strategic Alliance Memorandum with the SBA](#) to promote the development of entrepreneurial potential within the Black community. Chris got his chance to bump into Administrator Guzman, seen here with Lillian Conroe from CalBIS. Meanwhile, Linda got to celebrate Hispanic Heritage Month with the rest of Kern County's Hispanic community at the [11th Annual El Grito de Dolores](#) (9/15) hosted by the Kern County Hispanic Chamber of Commerce.

[Grant Programs](#)

Imperial County Microbusiness COVID-19 Relief Grant



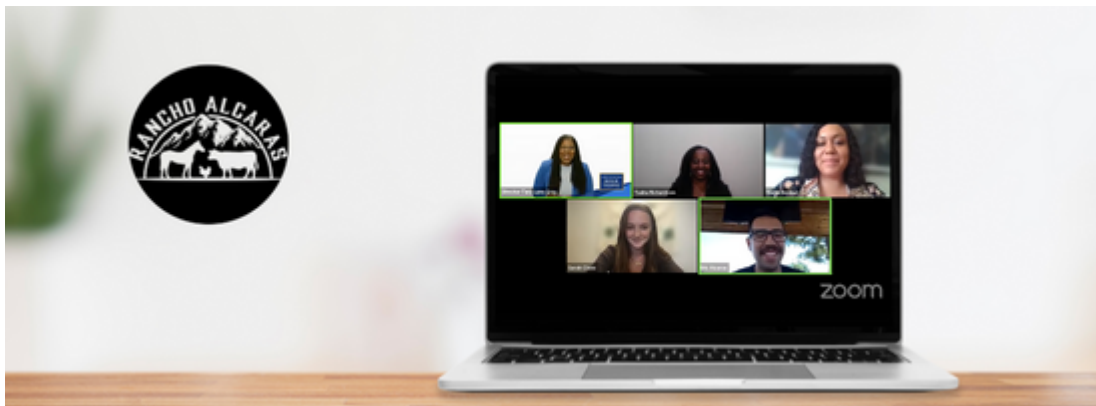
The California Microbusiness COVID-19 Relief Grant Program was created to assist microbusinesses (those with 25 or fewer employees) that have been significantly impacted by COVID-19. Qualified microbusinesses are eligible to receive \$2,500 in relief funding.

Applications for businesses owned and operated within Imperial County will be accepted from September 30, 2022, until November 11, 2022.

For more information on eligibility or to apply, [click here](#).

[Resiliency and Outreach](#)

Closing Out Hispanic Heritage Month with a Cluck From Central Valley's Rancho Alcaras



Eric Alcaras is the owner of Rancho Alcaras, an organic farm in Le Grand, California in the Central Valley. Eric is committed to providing farm raised beef and eggs to the local community and beyond as his business grows.

As a recent Dream Fund grant awardee, Eric was recently featured at CalOSBA's Virtual Open House on the Dream Fund Panel along with other awardees to discuss the impact of this training program and grant on his business. He explained how the grant assisted him with strengthening his business model and provided the capital to expand his business.

He closed out the Dream Fund panel with a few choice clucks from his chickens – a real-life moment of a Hispanic small business owner and farmer making the dream happen.

Connect with Eric and Rancho Alcaras on Instagram [@Rancho_Alcaras](#).

If you missed the CalOSBA Open House, you are invited to watch it [here](#). Listen for those final words from our feathered friends.



CalOSBA Virtual Open House - State of the Office Livestream

Congratulations to the Winners Announced at the We Tha Plug and Black Innovation Alliance San Diego Town Hall



Pictured: San Diego Grand Prize Winner, Open Heart Leaders CEO April Laster

On September 13, 2022, Southern CA Small Business Local Engagement Specialist Amber Tarrac attended the [We Tha Plug](#) and [Black Innovation Alliance \(BIA\)](#) collaboration with Google, the [Back In The Black Tour](#), a joint effort to highlight the power of technology to help Black-owned businesses scale.



Pictured left to right: We Tha Plug Co-Founders Luis Martínez, MSOL, and Christiana Russell, M. Ed

The Back in the Black Tour kicked off with a San Diego Town Hall at the [Jacobs Center for Neighborhood Innovation](#) to highlight business owners who leveraged technology to survive and thrive through the COVID-19 pandemic.

Congratulations to the prize winners:

- 1st Place and \$10,000: [Open Heart Leaders CEO April Laster, MCLC](#)
- 2nd Place and \$2,000 in technology certificates and grant writing services: [Creating Coding Careers President and CEO Mike Roberts](#)
- 3rd Place and \$1,000 in technology certificates and grant writing services: [Welfie CEO Dr. Steven Moyo](#)

The town hall featured inspiring speakers and offered tactical strategies for attendees to engage technology platforms, products, and online tools, and offered a fabulous networking opportunity to make connections and take their business to the next level.

Check out the latest workshops, trainings, and webinars from CalOSBA's technical assistance partners by clicking [here](#) to view the statewide calendar.

For more small business resources and information, visit calosba.ca.gov

No-cost and low-cost training is available through Technical Assistance Centers across the state. Browse the training schedule on the CalOSBA website by [clicking here](#).

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